

TRAVEL TEXASSM

— [FY20 CO-OP OPPORTUNITIES] —

Travel Texas FY20 CO-OP opportunities and pricing summary

Category	CO-OP Offering	FY20 Pricing	Timing Available
Email	(SOLD OUT) Placement in Travel Texas monthly eNewsletter. Placement must fit editorial alignment	\$500 per placement (10 spots available*)	Jan 2020 - Aug 2020
Digital Media	(SOLD OUT) Ownership of Pandora in-station media Limited to 5 partners; Renewal co-op partners have first right of refusal. Then first come first serve.	\$1,500 per station per month	Feb 2020 - May 2020
	Targeted digital media ads leveraging the Travel Texas custom data warehouse	\$3,000 minimum** over 30 days	All Year (Sept 2019- Aug 2020)
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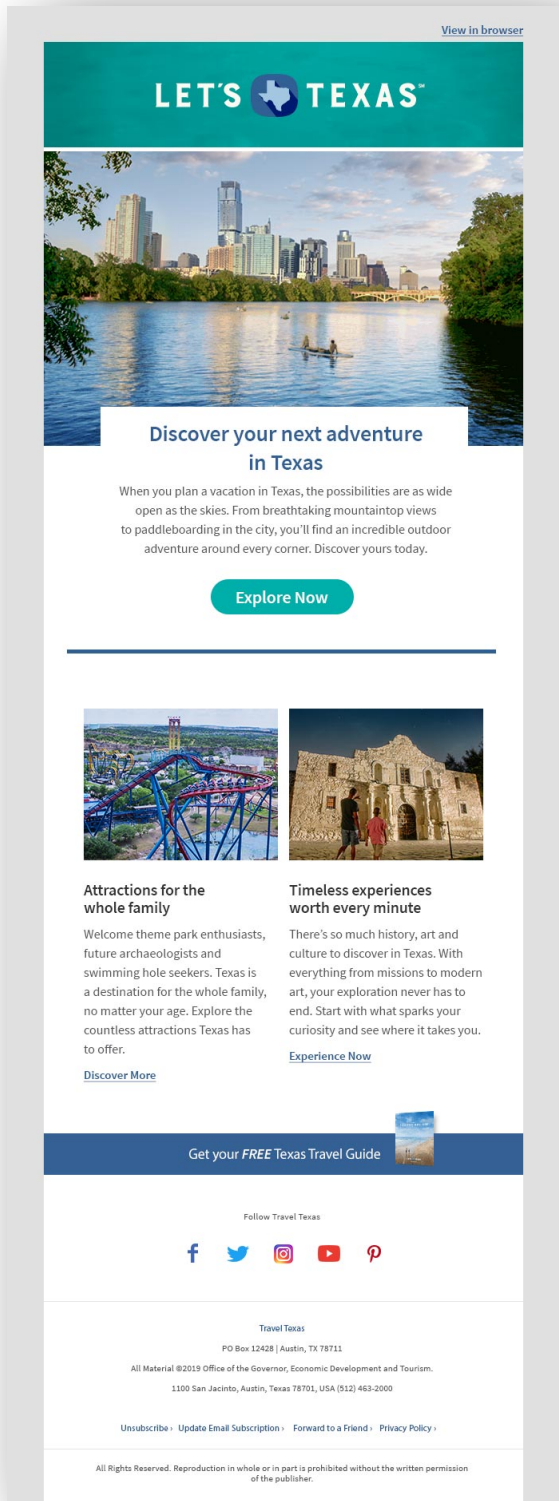
*Max of three unit features per partner

**Recommended minimum but flexible based on partner input and budgets

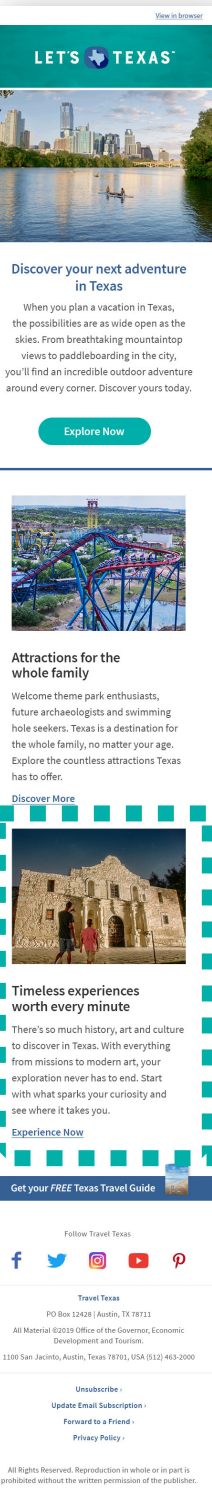
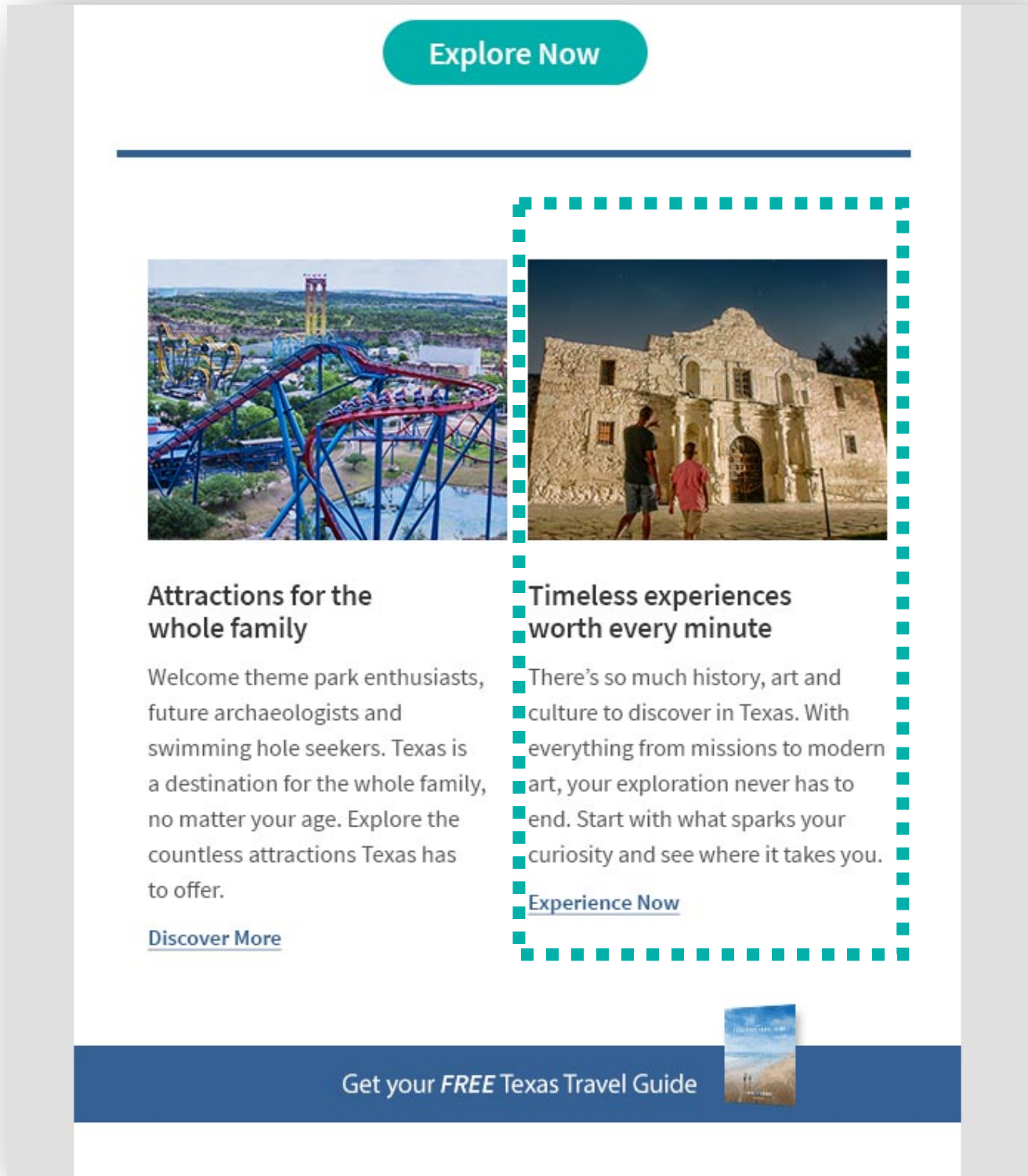


EMAIL

Travel Texas monthly editorial email (SOLD OUT)



Desktop



Mobile

CO-OP Offering	FY20 Pricing
Placement in Travel Texas monthly eNewsletter. Placement must fit editorial alignment	\$500 per placement (10 spots available*)

*Max of three unit features per partner



Travel Texas monthly editorial email (SOLD OUT)

There will be a total of 10 CO-OP placements available within the Travel Texas monthly email newsletter. These secondary unit features are available first-come, first-served with a requirement that the CO-OP partner’s message must align with the month’s email newsletter topic or theme. Please note, there is a maximum of three unit features per partner.

MONTH	SECONDARY #1 MESSAGE	SECONDARY #2 MESSAGE
January 2020	Not available for CO-OP	New Attraction/Event Feature
February 2020	Not available for CO-OP	Gulf Coast/Beach CVB
March 2020	Not available for CO-OP	Hotel Partner with Deal or Book Now Messaging
April 2020	Nature Focus	Nature Focus
May 2020	Not available for CO-OP	Family Theme or Summer Event Feature
June 2020	CVB: Summer in the City	CVB: Summer in the City
August 2020	Surprising Destination Message	Surprising Destination Message

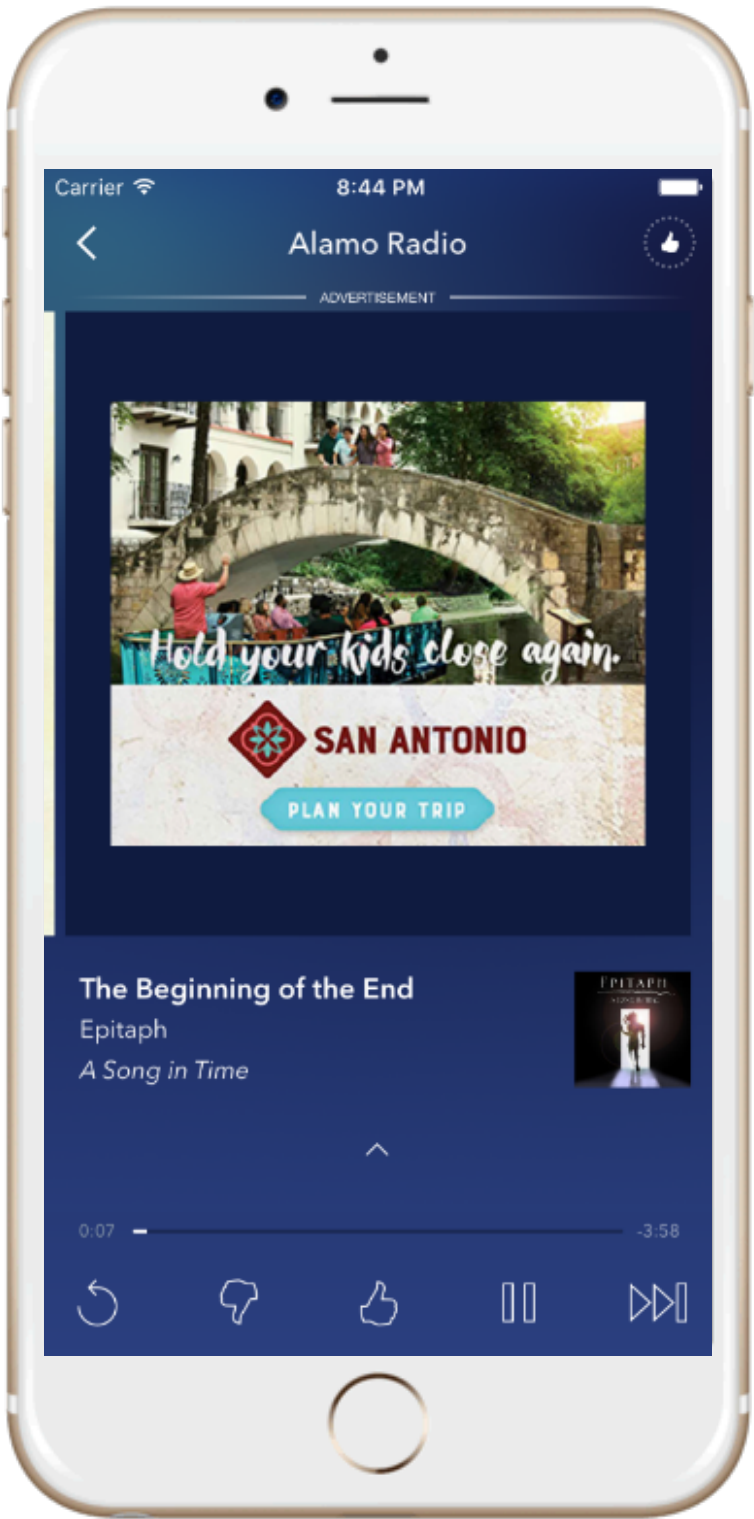
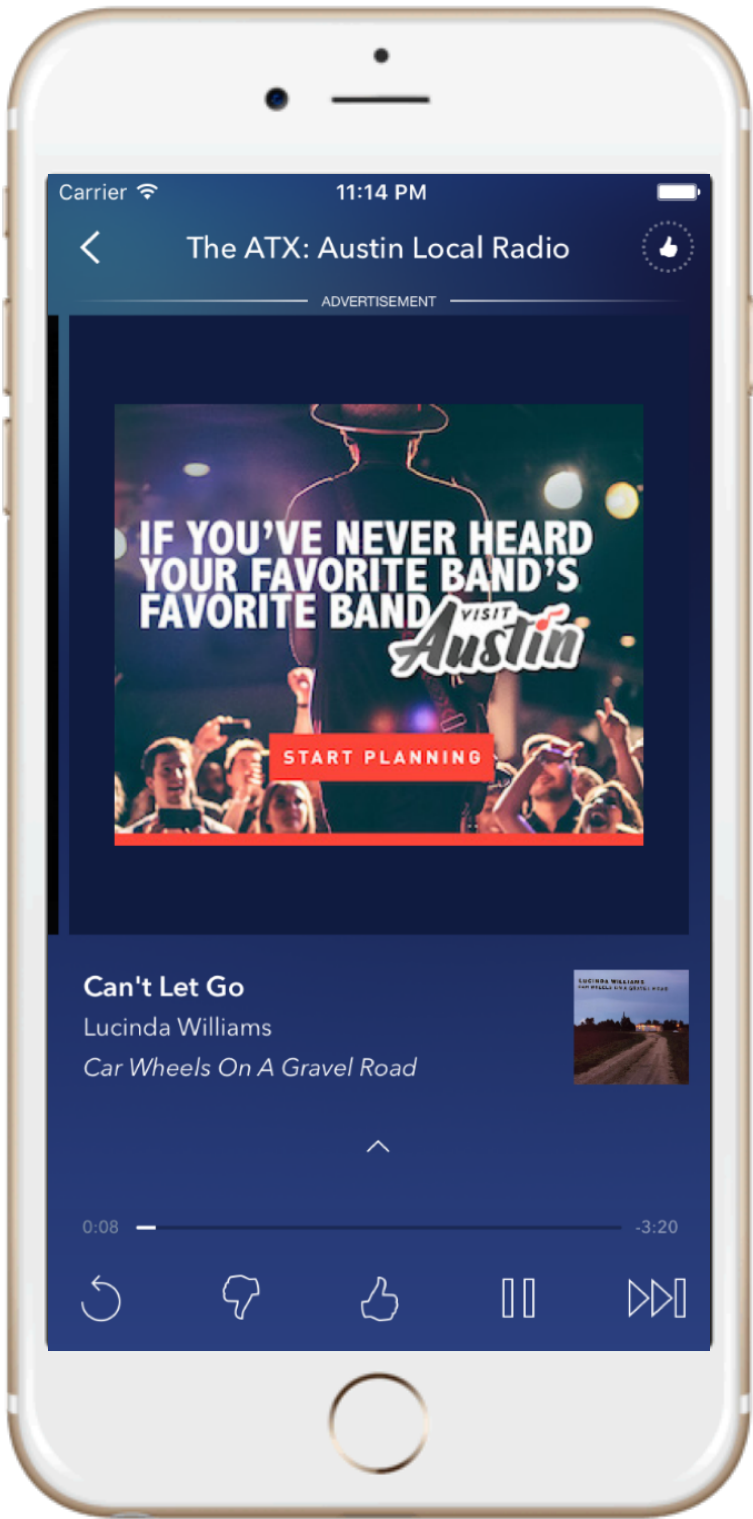
DIGITAL MEDIA

Bringing back “Sounds of Texas” Pandora sponsorship due to success seen in FY19 (SOLD OUT)

Travel Texas will have ownership of five (5) local stations from February - May, 2020 on Pandora, the #1 Omnichannel streaming audio platform

CO-OP partners can own all media within a station (this would include both audio and display ads)

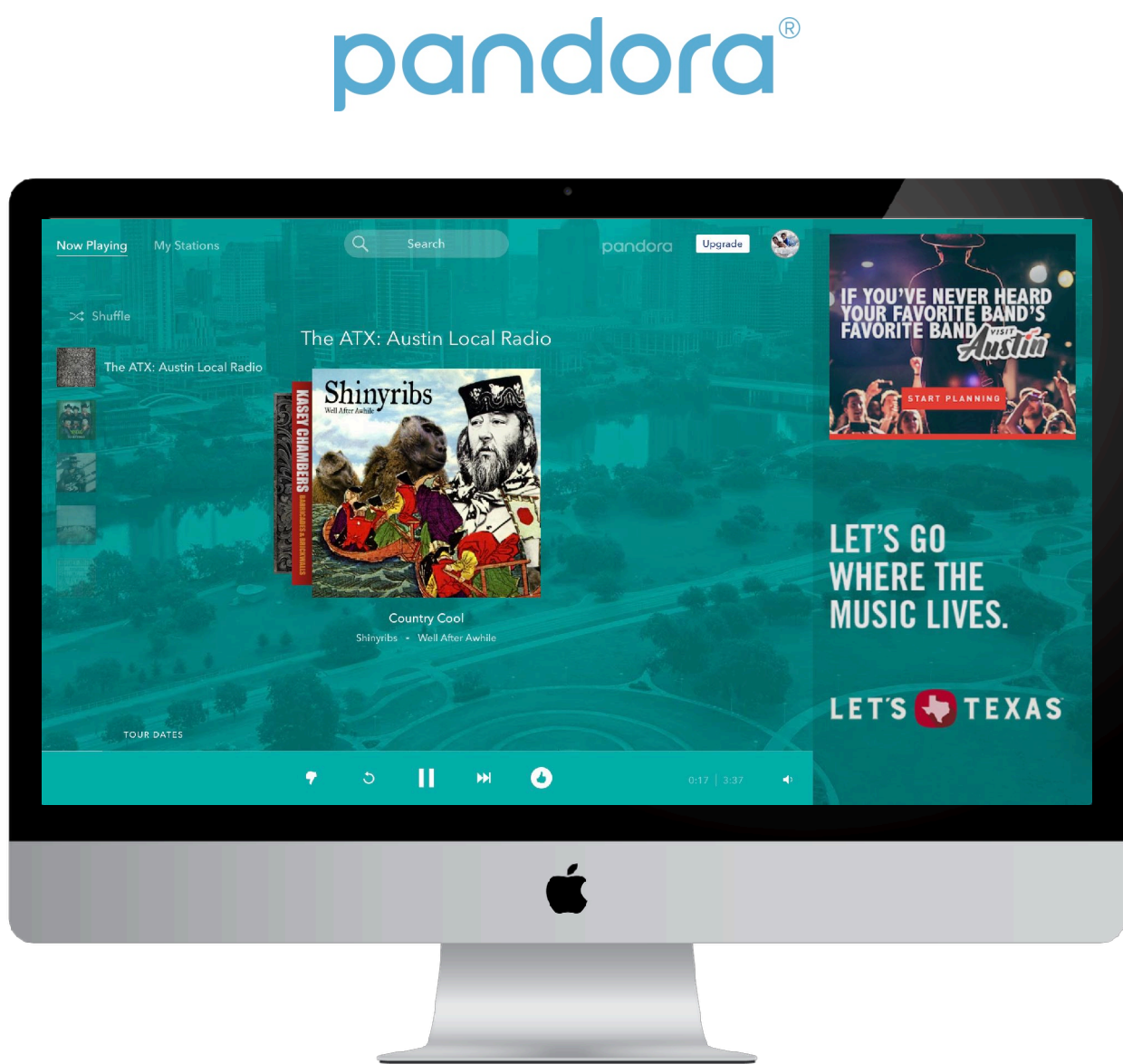
Can include incremental media buys with Pandora if CO-OP partner would like to drive users from additional markets and/or demos to a station that they purchased in-station media on (price would need to be determined)



CO-OP Offering	FY20 Pricing
Ownership of Pandora in-station media (Limited to 5 partners; Renewal co-op partners have first right of refusal. Then first come first serve)	\$1,500 per station per month

Bringing back “Sounds of Texas” Pandora sponsorship due to success seen in FY19 (SOLD OUT)

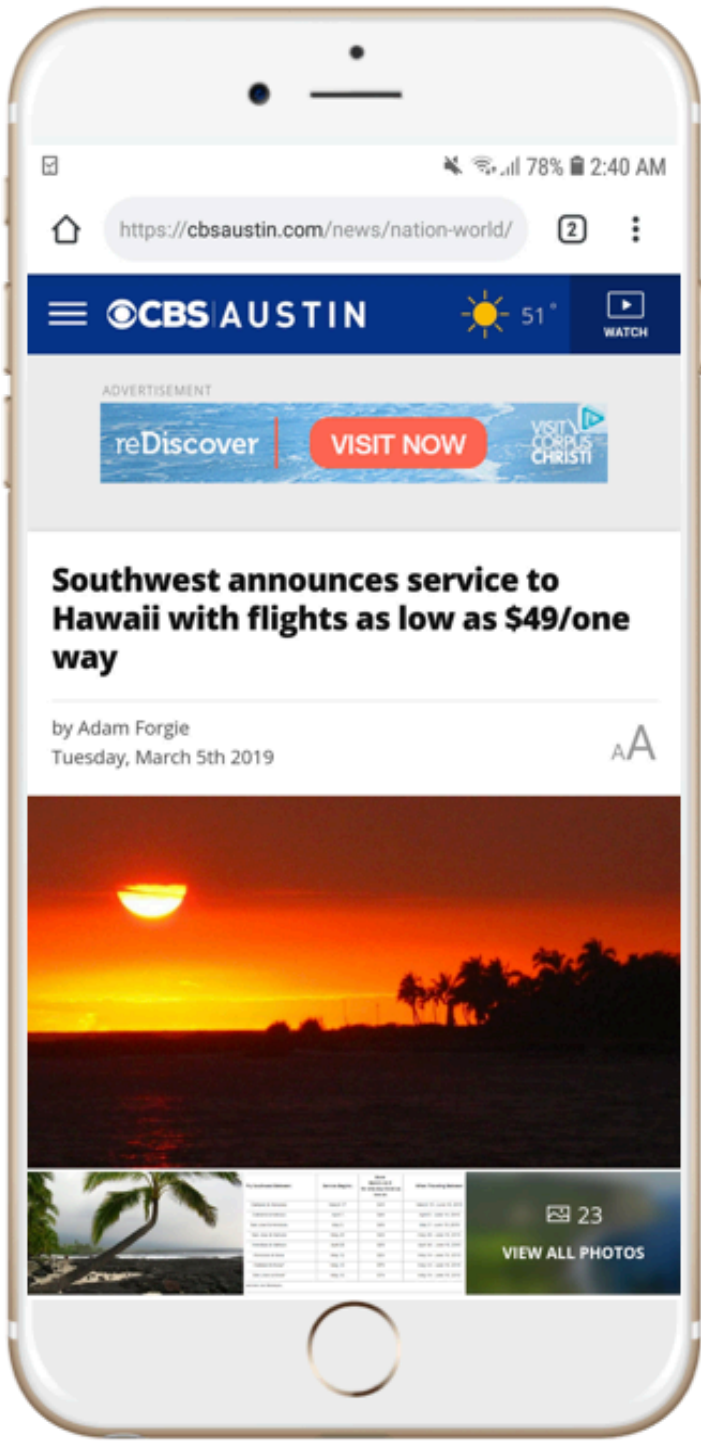
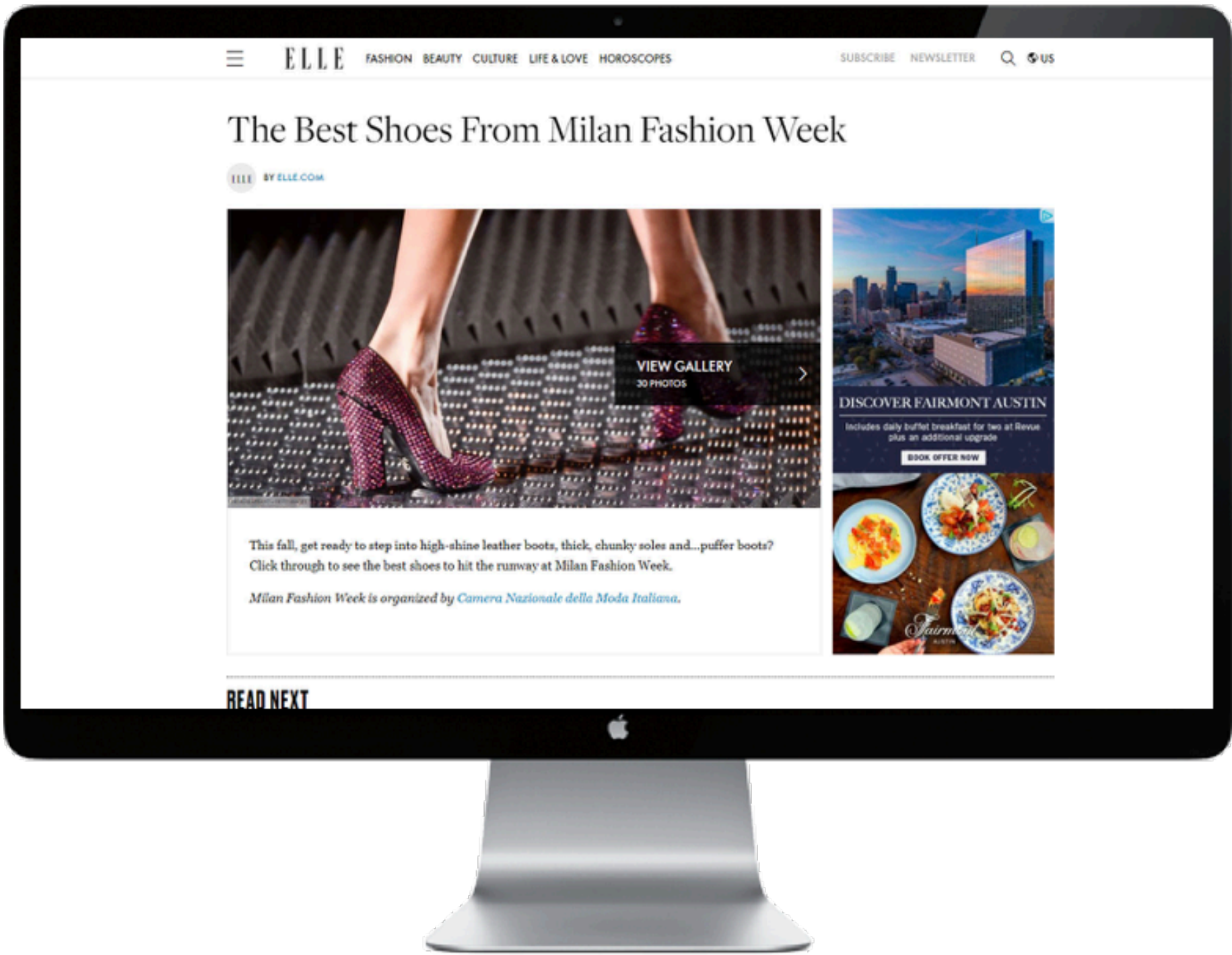
Travel Texas will be supporting stations through targeted, traffic driving media. In FY19, the Texas stations generated over 3.1MM hours of exposure through in-station listening. Listening stats for each station are shown from the FY19 effort. Stations will be offered to FY19 partners for first right of refusal then will be opened up to any partner to purchase



THE ATX	THE ALAMO	TEXAS BLUES	TEJANO	HOUSTON R&B
71.9K unique listeners	70.3K unique listeners	131.3K unique listeners	280K unique listeners	76.2K unique listeners
53K total hours listened	32K total hours listened	261K total hours listened	1.3MM total hours listened	29K total hours listened
45 avg mins listened per user	28 avg mins listened per user	1hr 59 mins avg time listened per user	4hr 47 mins avg time listened per user	47 avg mins listened per user
94% out of state listening / 6% in state	97% out of state listening / 3% in state	91% out of state listening / 9% in state	43% out of state listening / 57% in state	97% out of state listening / 3% in state

Partners can run their own digital display ad creative programmatically

These users have been pre-exposed and inspired by the Let's Texas campaign, our CO-OP partners can close the in the loop by showing specifics about Texas destinations



CO-OP Offering	FY20 Pricing
Targeted digital media ads leveraging the Travel Texas custom data warehouse	\$3,000 minimum* over 30 days

Texas Data Warehouse customized campaign can make the following selects

Based on the Travel Texas current and prior campaigns the following options are available to pick and choose from to create your ideal targeting in the programmatic space. All CO-OP ads click out directly to the CO-OP partner’s website

DOMESTIC SEGMENTS	MEXICO SEGMENTS	CANADA SEGMENTS	TARGET AUDIENCES	GEOTARGETING OPTIONS
ARTS	ARTS	ARTS	MILLENNIALS (A20-34, HHI \$40K+)	COUNTRY
BEACH	FAMILY	BEACH		
BIRDING	FOOD	BIRDING	GENX (A35-49, HHI \$60K+ WITH KIDS IN HH UNDER 18)	STATE
FAMILY	GOLF	FAMILY		
FOOD	MUSIC	FOOD	BOOMERS (A50+, HHI \$60K+)	DMA
GOLF	OUTDOOR	GOLF		
HISTORIC	SHOPPING	HISTORIC		Flexible to accommodate CO-OP partner requests
MUSIC		MUSIC		
OUTDOOR		OUTDOOR		
SHOPPING		SHOPPING		

SOCIAL MEDIA

Custom Pinterest boards leverage Texas’s largest social following, over 400K+ followers

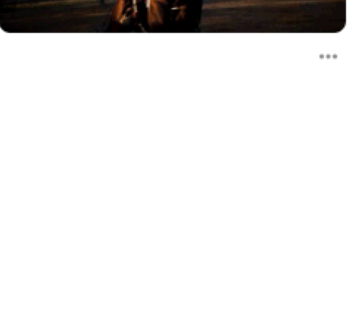
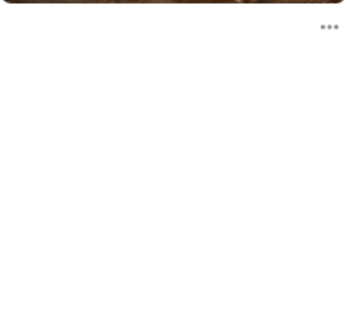


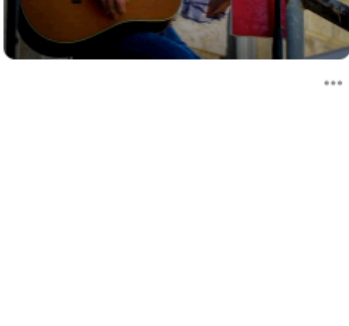

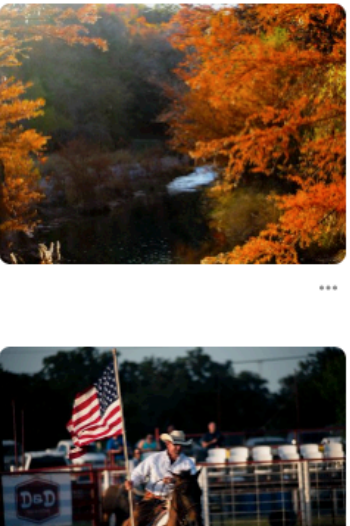
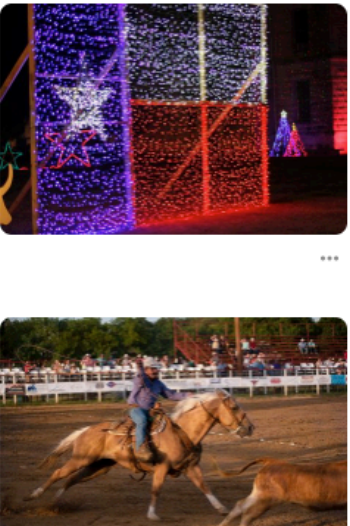

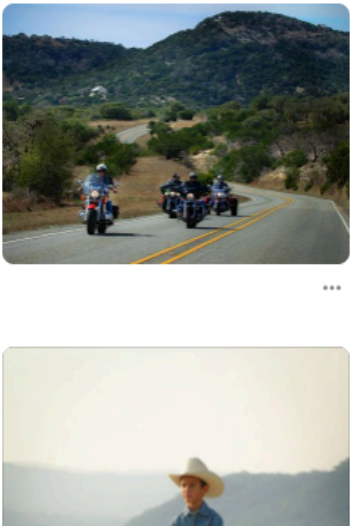
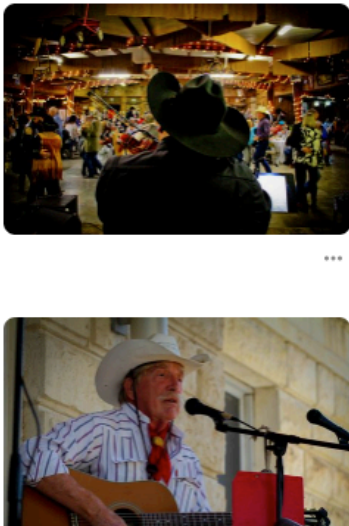
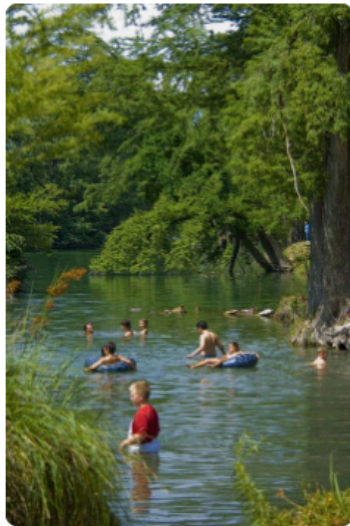
A featured board includes copy describing the board along with 10 pins. Prior boards can be updated or additional pins can be added in batches of 10 pins

CO-OP Offering	FY20 Pricing
Featured Pinterest board Updating existing Pinterest board from FY2018 or FY2019	\$1,000 per board Updating: \$100 per batch of 10 pins

Featured: Bandera, Texas

10 Pins • 19,031 followers




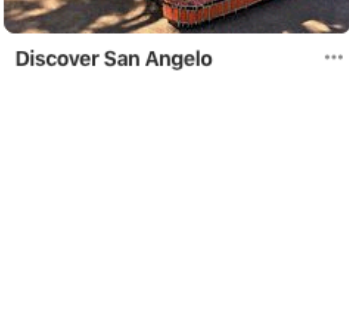

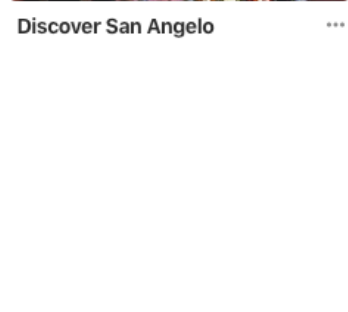
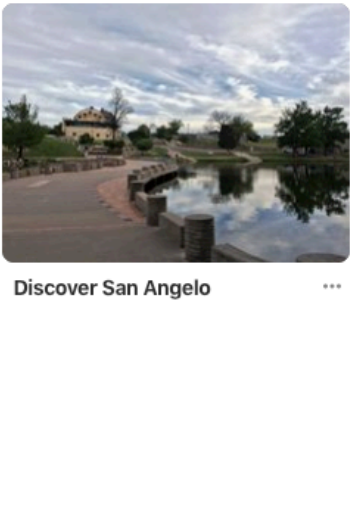
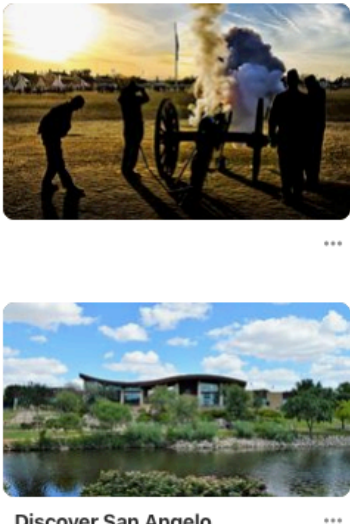
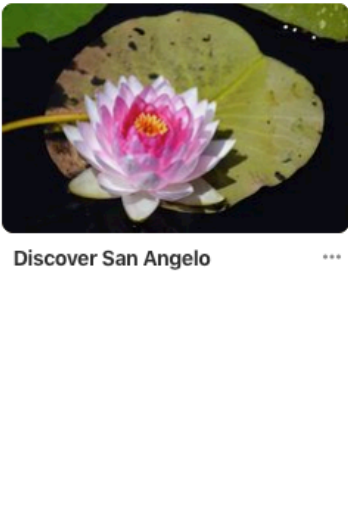
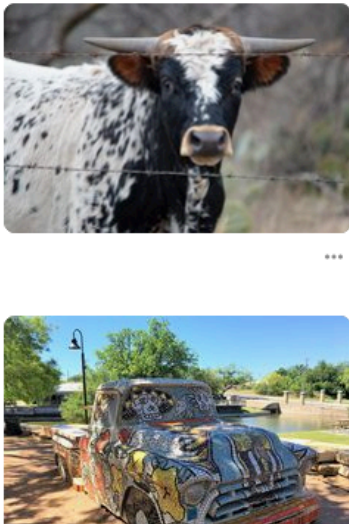
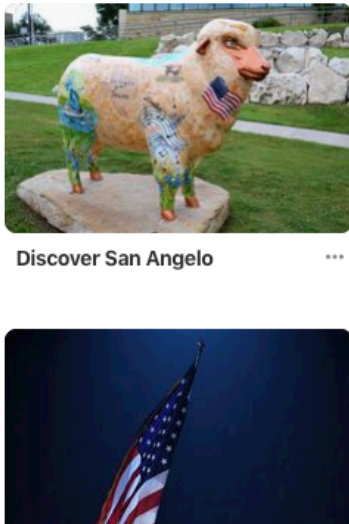
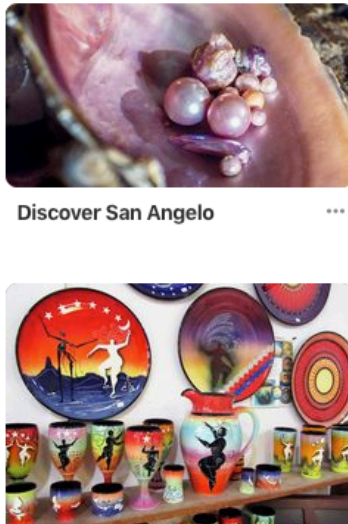
The starting point of the Great Western Cattle Trail, Bandera is the Cowboy Capital of the World for a darn good reason. Take a dip or go fishing in a local river or watering hole. Step into the General Store to cool your saddles at the soda fountain. Watch the Bandera Cattle Company historical reenactment at Rattlesnake Ridge! Mardi Gras to Rodeos, to the Texas longhorn cattle drive at Experience Bandera, it just doesn't get any more John Wayne than this. Come hang your hat in Bandera.



Featured: San Angelo, Texas

10 Pins • 19,034 followers

With the Concho River running through the middle of the city, San Angelo is truly an oasis in West Texas. Located in the Concho Valley, near the geographical center of Texas, the city offers a rich western history starting with the establishment of Fort Concho. Now surrounded by farm and ranch country, San Angelo embraces its heritage while also providing a culturally diverse city of arts, nature, and culinary experiences. San Angelo is the city to discover in the Lone Star State.



Texas’ custom social data available

We are capturing interest from targeted social media ads to build out segments you can buy/bundle to reach your own desired target audience

In FY20, the available targeting for the social data warehouse is travel & the outdoors and is only available domestically

Media would be digital (non-social) ads leveraging the custom segments housed in the social data warehouse

CO-OP Offering	FY20 Pricing
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Recap of Travel Texas FY20 CO-OP opportunities and pricing summary

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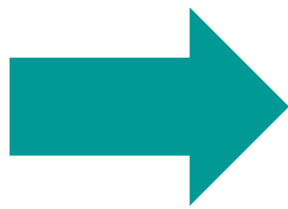
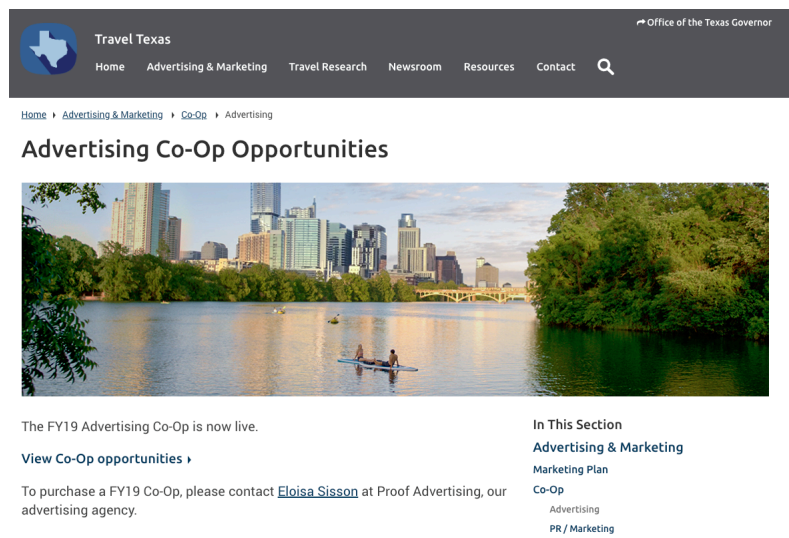
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CO-OP PROCESS

CO-OP Partnership Process

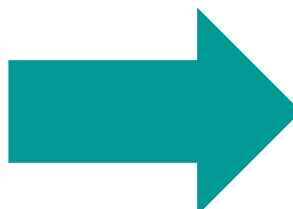
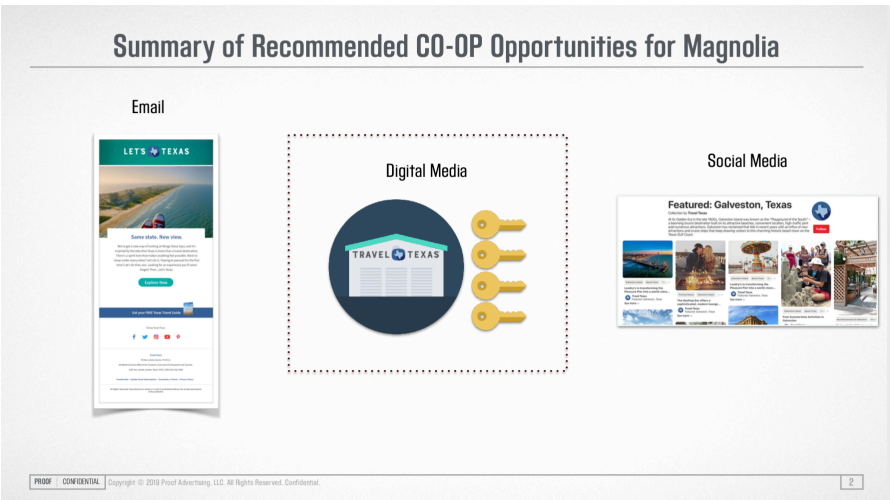
Partner reviews CO-OP Offerings published on Travel Texas website



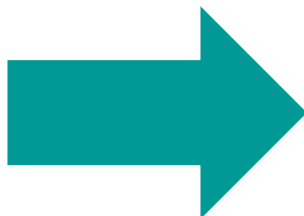
Partner schedules meeting with Proof Advertising



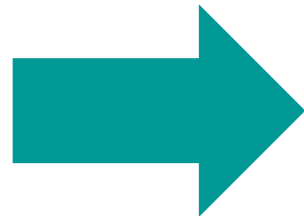
Proof recommends custom CO-OP plan based on the Partner FY goals & objectives



Partner approves plan and signs LOA

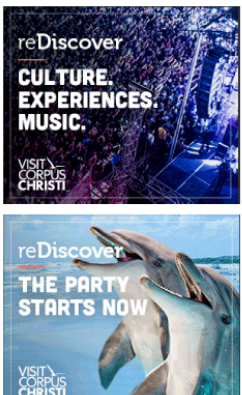


Partner sends creative to Proof and Travel Texas reviews



Proof traffics approved Partner creative and provides monthly reporting to partner

RGV generating highest CTR, Houston leads in clicks & impressions



Geotarget	Impressions	Clicks	CTR
Austin	118,101	373	0.32%
Houston	322,217	825	0.26%
Rio Grande Valley	73,456	316	0.43%
San Antonio	76,570	211	0.28%
Total	590,344	1,725	0.29%

CO-OP Program Reporting

Monthly reporting is provided to each partner. For larger programs that span multiple months, we also provide a campaign wrap report



Waco gained awareness through in-station media with Pandora

Ownership of Pandora in-station media on the Texas Blues station (representing the sounds of Dallas) began mid-March and ran until the end of May. In-station sponsorship included audio and display ads

pandora®

Station	Impressions	Clicks	CTR	Media Cost	eCPM	eCPC
Texas Blues Dallas	754,531	2,806	0.57%	\$3,000.00	\$3.98	\$1.07



CO-OP Program Deadlines

SPACE:

Programs are offered throughout the year but space must be reserved a minimum of two months in advance by signing off on letter of agreement, estimate and providing funds for the program

MATERIALS:

Creative must be reviewed by Proof Advertising and Travel Texas to ensure it meets specs and standards. To avoid any campaign delays, creative must be provided to Proof Advertising a minimum of two (2) months prior to campaign start date

Contact Us

If you have questions regarding the CO-OP Opportunities or would like to discuss what CO-OP opportunities might be right for you, please contact the following people:

Proof Advertising

Samantha Nibbelink

Samantha.Nibbelink@proof-advertising.com

Travel Texas

Patrick Rios

Patrick.Rios@gov.texas.gov

THANK YOU